



Survey methods







 Descriptive Survey

 Explanatory Survey















Characteristics

-  A sample of respondents from a population reply to a number of questions under comparable conditions
-  Face-to-face, group self-completion, mailing, internet, telephone
-  Results can be generalized to defined population
-  Comparisons can be made between individuals, or strata in sample



Selecting a survey method: Considerations

-  Nature of population:
 -  Age
 -  Reading, writing skills
 -  Geographical dispersal
-  Nature of information sought
 -  Degree of complexity
 -  Degree of sensitivity
 -  Emotive, unimportant, boring, politically dangerous
-  Length of questionnaire
-  Financial and other resources
-  Time
-  Number of interviewers available



Selecting a survey method: Considerations

- Select an approach that will
- Generate *reliable* and *valid* data
- From a *high proportion* of the sample
- Within a *reasonable time period*
- At a *minimal cost*



Interviewer-administered completion

Face-to-face interview is more accurate when

- Population is *inexperienced* in filling in forms
- Information required is *complicated* and *sensitive*
- Schedule is mainly *open-ended*




Self-administered completion

- Least expensive method
- In opposite conditions than on the previous slide
- Group self-completion:
 - Large sample gathered together
 - Response rate very high
 - Queries dealt with on the spot
- Mailed self-completion
 - Lower response rate
 - Sample chosen, rarely the sample that completes the survey




Internet-based surveys

- Increasing popular
- More economical in time and cost
- Easier to conduct
- Facilitates access to large populations




Tips for turning potential respondents into actual respondents









- 1 Address messages to a single person when possible.
- 2 Always use the blind carbon copy (BCC) field in contacting an entire group. Never list more than one address in the 'TO' or 'CC' fields since all recipients will see the entire list.
- 3 Include a valid email address in the 'FROM' field, or recipients will consider your message 'spam'.
- 4 Provide the URL that will take people directly to your survey (if you are inviting them to your website).
- 5 Tell recipients how to contact you if they have a problem or concern.
- 6 Identify the source of purchased email address lists so recipients know whom to contact if they want to be removed from the list.
- 7 Ignore 'flame' or 'hate' messages received in response to your email invitation. A few in any group always take offence to something, and email makes it far too easy for these people to 'speak' before they think!
- 8 Ensure you have the right to use the email list of a professional group, company's customers, employees, etc.


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Online survey tools

-  <http://www.limesurvey.org/> - installed at CPUT
-  Google Docs
-  <http://www.surveymonkey.com/>
-  http://www.idealware.org/articles/fgt_online_surveys.php
-  <http://www.zoomerang.com/>
-  <http://www.surveypirate.com/Welcome.aspx?ReturnUrl=/>
-  <http://www.formsite.com/>
-  <http://www.questionpro.com/>

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-  <http://www.surveybob.com/surveybob/index.html>
-  <http://fluidsurveys.com/best-survey-software/free-online-tool>
-  <http://www.magicsurveytool.com/>
-  <http://polldaddy.com/>
-  <http://www.qualtrics.com/>
-  <http://www.kwiksurveys.com/>


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THANK YOU



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